



nowsounds

I don't happen to care for four letter words (and don't write in to tell me that love and four and even word are four letter words — you know what I mean).

The trend of using the old unmentionables on buttons, signs and records is mostly a childish bid for shock value, although partly an attempt to show that truth, beauty and filth are in the mind of the beholder.

This is part of the revolutionary change in the outlook of this generation, but I feel it's not necessary to do it that way.

Back when the first of the really gross albums appeared and began selling nationally with no airplay, I felt that censorship would surely follow.

It didn't take very long. There has always been a form of censorship in radio, but **Gordon McLendon** is the first to make it an open policy of his stations.

Several of my readers have written in with the opinion that McLendon is simply trying to get publicity in order to get the parents on his side because he's going to run for some political office again. Some feel that he's hypocritical because he runs raunchy movie commercials and teen-slanted beer commercials. Some parents feel that **Alexander Bennett** is far worse than any record on the charts. (I don't. I think a good, healthy open-minded discussion of sex, drugs and crime is good for young people. It's the ones who don't know all sides of the story who get into trouble).

I feel that Mr McLendon is trying to let the stations themselves handle it rather than let the Federal government step in to tell

them what they may and may not play. He may have a good point there.

What scares me about the whole thing, though, is who is to decide what is and is not dirty or dope-slanted?

There appears to be no consistency in the record ban. "Sock It to Me, Baby" has been banned. "Do It Again a Little Bit Slower" has not. Both songs are talking about kissing. I don't know what the authors' intentions were, but if one is to be banned, I find the latter more suggestive due to its more sensual delivery.

Words change meanings with each generation. To "make-out" with a girl means nothing more than necking to the present generation, but to the older generation it has a much more explicit meaning. I think the adults running the radio stations need to keep up with the language of the young people more than they do. It is their business.

So "Puff the Magic Dragon" means to smoke a marijuana cigarette to some. Does that mean the joy the song brought to the children of the world should have been kept from them? Does anyone actually feel that the record made anyone run out to buy marijuana? I don't think so.

One Texas station banned Janis Ian's "Society's Child" and didn't seem to know why. The statement was that "it deals with prejudice, but the words do not make clear whether the prejudice is racial, religious, economic or what."

That's one of the funniest statements of the year. No song released presently makes its meaning more clear than this one. What is

by scott holtzman

most puzzling to me is that I can't figure out if the station is for or against prejudice . . . and of what kind.

"Let's Live for Today" was recently rejected from a local playlist due to its philosophy, not its lyric content. Think about the dangers of that for awhile.

I really believe that station KEAN in Brownwood should get the nowsounds award for having the most narrow-minded program director.

They've banned **Pet Clark's** "Don't Sleep in the Subway." As far as I'm concerned, **Pet Clark** could sing a dictionary of restroom graffiti and make it sound like the score from "Mary Poppins." Come now.

Where is all of this going? No one really knows. I don't think McLendon has been as successful as he expected in getting lyric sheets on all records. Many companies have refused to send them. I think it will all die down as soon as the stations find that they can't keep their ratings up without playing all of the major stars' records. After all, McLendon is in the business of making money, too.

It has, however, had its repercussions in many small town stations who censored anyway. Now, everything is beginning to sound dirty to them.

If this isn't a yes or no answer, my friends, I'm afraid it's because this is not a yes or no world we live in.



Petula Clark, left, is one of the singers whose records have received the ax from radio stations.

top 10 in the nation

- 1) "Respect" by **Aretha Franklin**
- 2) "Groovin'" by **The Young Rascals**
- 3) "Release Me" by **Engelbert Humperdinck**
- 4) "I Got Rhythm" by **The Happenings**
- 5) "Somebody To Love" by **Jefferson Airplane**
- 6) "She'd Rather Be With Me" by **The Turtles**
- 7) "Windy" by **The Association**
- 8) "All I Need" by **The Temptations**
- 9) "Sunday Will Never Be The Same" by **Spanky & Our Gang**
- 10) "A Little Bit of Soul" by **The Music Explosion**

Dead" by **The 5th Estate**

KNUZ—Most Requested

- 1) The entire new **Beatle** Album
- 2) "Windy"
- 3) "Come on Down to My Boat" by **Every Mother's Son**

SCOTT'S SNEAK OF THE

WEEK: Watch for it on The Chuck Dunaway and Larry Kane shows, "A Whiter Shade of Pale" by **Procul Harum** (Deram).

nowsounds calendar

Houston Post, 6-18-67

MONDAY

A4-40, The Regeneration—Hullabaloo

TUESDAY

The Rebellers—Love Street Light Circus Feel
Good Machine, Allen's Landing
Carnaby Street Mates—Hullabaloo

WEDNESDAY

The Rebellers—Hullabaloo

fever tree—King Edward Hotel, Beaumont

THURSDAY

fever tree—Love Street Light Circus Feel
Good Machine
Viscaynes, Dynamics, Rubin Perez, The Tra-
verses—Hullabaloo

FRIDAY

Coastliners—Dungeon, Spring

fever tree—Safari, Baytown
Sixpents, The Sands—Hullabaloo
The Agents—VFW Hall, Weimar

SATURDAY

Loud Crowd—American Legion Hall, Richmond
Neal Ford and The Fanatics—Mount Carmel
High School
fever tree—Love Street Light Circus Feel

Good Machine
Lynx, Destiny's Children—Hullabaloo

nowsounds calendar will tell when and where the top teen music groups are playing during the week. Send time, place and name of the group to nowsounds calendar, Modern Living, The Houston Post, 2410 Polk, Houston, Texas 77001.